

Rock Raiders TV Meeting

- 7 April 1999 -

Participants: Alex Stougaard & Jeppe Fonnesbaek - Advance A/S Brian Percival & Christel Hansen - Locomotion Tom Gillo & Amy Schwelling - LMI	
REVIEW ROCK RAIDERS PC CD-ROM	RESPONSIBLE ACTION
Tom presented the current in-game footage and FMV available for the PC version. The TV Ad will follow in principle the u-matic which has been approved by both Play Materials and LMI. The look will be of a 35mm movie trailer with loads of action!	
IMPORTANT: Advance needs Key Messages (text suggestions for the VO) from LMI! Please discuss at the PPM meeting on 20. April.	Petra/Helen
LMI suggested that since music has not yet been arranged to try to use the musician who will compose the PlayStation music to record a track for the TV Ad. A VHS copy of the u-matic will be sent to the musician (Jon) to view. In order to compose the music to fit the TV Ad, it will be very important to keep Jon informed of any changes to the "look or feel" of the spot.	Amy/Jeppe
ACTION: Concept needed from Advance A/S and LMI on how the music should sound! Jon (musician needs to be briefed!)	Advance A/S Amy & Tom
<u>Schedule for the delivery of the various materials is as follows:</u>	
Week 16 - 22. April: Rough game footage VHS for rough off-line edit 2 copies (1 Advance A/S & 1 Brian @ Locomotion) Data Design to film game footage >> copies to LMI (Michelle or Amy) Game footage will focus on the action areas currently available Will offer both rotational symetric & 1 st person (subjective view)	Data Design Michelle
Locomotion/Advance to review footage and request segments/areas to be re-filmed for the 21. May final deadline!	Advance/Locomo
20. April: PPM Meeting in Billund - Petra Bedford and Helen Nicholas to attend From LMI	Petra/Helen

<p>21. May: Final game footage needed on Digi-BetaCam LMI needs to arrange Premier to come in and film final footage</p>	<p>Tom Michelle</p>
<p>15. June: Final music needed from LMI if agreed to be included for FINAL EDIT</p>	<p>Amy/Tom</p>
<p><u>JULY - TV AD COMPLETE! LMI :30 Sec. Combi-spot!</u></p>	
<p>Review Product Launch Timings: Play Materials: August for UK & France September for rest of Europe PC CD-ROM Version: September all territories PlayStation Version: October all territories</p>	
<p>-----</p> <p>Print Ad: There are now 2 print ads from Advance LMI needs to send schedule to Advance A/S regarding dates needed for production!</p> <p>1. PC/PSX with 3-D rendered graphics from game → LMI to handle and send artwork from Raiders packaging to Advance A/S Changes needed per PB</p> <ul style="list-style-type: none"> • LEGO logo in front of Raiders logo • 3 Screen shots (1 fmv & 2 game shots) • Website to be included • LEGO SYSTEM logo and toy shot included 	<p>PHILIPPE</p> <p>Amanda/Helen</p> <p>Philippe</p>
<p>Jepe presented a copy of the latest layout!</p> <p>2. LEGO SYSTEM ad with hand drawn artwork</p> <ul style="list-style-type: none"> • PC CD-ROM & PSX logos and/or pack shots to be included depending on space → CW to confirm • LMI tag text currently under review >> changes to be sent to Advance A/S as soon as available . 	<p>Amanda/Helen</p> <p>LMIMarketing/ Philippe</p>